

CONVENTION CENTER MARKETING COORDINATOR*Class Definition*

Under general direction, plans, organizes, and directs the activities of the Convention Center's Marketing/Sales Section.

Distinguishing Characteristics

The Convention Center Marketing Coordinator is a single position class. Reporting to the Convention Center Manager, the incumbent is responsible for planning, organizing, and directing the activities of the Marketing/Sales Section. Duties include developing and implementing a marketing plan to expand business for a multi-structure, multi-purpose facility; processing licensees' requests from booking through contract negotiations; and managing advertising services for the Center.

Typical Tasks

(This list is neither inclusive nor exclusive. Consequently, this information may not reflect Essential Functions for this class.)

Plans, organizes, and directs the activities of the Marketing/Sales Section of the Convention Center.

Performs marketing functions, including development of the Convention Center Department marketing plan.

Researches, analyzes, and develops potential corporate sales/convention markets.

Performs sales functions including interviewing potential licensees, conducting booking and contract negotiations, and conducting follow-up interviews with licensees.

Performs facility promotion activities to expand existing programs and uses of the Convention Center.

Performs advertising and event promotion activities, such as providing in-house advertising services for Convention Center facility users.

Coordinates the production of Convention Center brochures, pamphlets, etc., with the Convention and Visitors Bureau.

Acts as liaison with local business and hospitality/entertainment agencies.

Assigns, directs, and supervises the work of support staff.

Performs related duties as required.

Knowledge, Abilities, and Skills

Knowledge of event promotion techniques utilized in attracting facility users to a multi-purpose facility.

Knowledge of sales and marketing techniques.

Knowledge of advertising methods, including computer-generated graphic design layouts.

Knowledge of public relations practices and procedures.

Knowledge of computer applications for graphic design and marketing to include Web page layout.

Ability to conduct and interpret market research studies.

Ability to plan, organize, and direct the work of support staff.

Ability to establish and maintain effective working relationships with contractual concessionaires, facility users, outside agencies, employees and the public.

Ability to communicate effectively both orally and in writing.

Minimum Qualifications

Graduation from an accredited college or university with a Bachelor's degree in marketing, business administration, public relations, advertising or related field; and three years of marketing/sales experience specializing in attracting facility users. Additional qualifying experience may be substituted for the required education on a year-for-year basis.

Special Requirement

Possession of a valid California Driver's License may be required at time of appointment.

APPROVED: _____
Director of Administrative Services

DATE: _____